

COMMUNICATIONS DEPARTMENT
DEFINITIONS AND STANDARDS
FOR REAPPOINTMENT, PROMOTION, AND TENURE

June 21, 2016

DEFINITIONS OF TEACHING, SCHOLARSHIP, AND SERVICE

INTRODUCTION

This document, which spells out policies and procedures for retention, tenure and promotion within the Communications Department at California State University, Dominguez Hills, has been prepared in response to university policy. These standards and procedural guidelines supplement the official University RTP personnel policy. This document, therefore, remains consistent with all applicable RTP criteria for Unit 3 Faculty agreed to between the California Faculty Association (CFA) and the CSU Board of Trustees. It is understood that this statement of standards is limited to those RTP concerns over which the Department of Communications can exercise its own discretion.

Faculty members in the Communication Department appointed with a Ph.D. must have the degree awarded at the time of appointment. Faculty members in the Media Studies option appointed with an MFA must have the degree awarded at the time of appointment.

TEACHING

The teaching philosophy of the Communications Department encourages the development of critical thinking skills through student-centered learning activities. Effective Communications professors are expected to foster media literacy and competency in reading and writing in both academic and popular media forms. Excellence in teaching is demonstrated by maintaining currency in the field and a commitment to best practices in pedagogy.

Teaching activities include those activities by the faculty member that directly contribute to student learning. Effective teaching can include many pedagogical approaches such as lectures, individual and group exercises, discussion sessions, student involved research, and other techniques. Teaching activities occur in traditional face-to-face, hybrid, and online courses.

Evaluation of teaching includes 1) student evaluations; 2) faculty classroom observations by tenured Communications faculty members; 3) review of course syllabi, instructional materials, assignments, graded assignments, and assessment methods; 4) evidence of student work; 5) student advising; 6) course development; and 7) letters from students.

SCHOLARSHIP & CREATIVE ACTIVITY

Faculty in the Communications Department are expected to have an ongoing record of scholarship and/or creative activity and to demonstrate the ability and skills to produce new knowledge or new creative works. They are encouraged to transfer these abilities and skills to students through formal and informal teaching opportunities. In addition, faculty scholarship and/or creative activity should augment and support faculty teaching. Faculty appointed with an MFA must meet the creative activity criteria and faculty appointed with a Ph.D. must meet the scholarship criteria.

SCHOLARSHIP

Evaluation of the quality of scholarship includes review of publications; conference papers; evidence of proceedings; and other documentation.

The following weighted activities and categories should be considered when applying for reappointment, tenure, and/or promotion:

Category A

- Single-authored scholarly book in-press or published by a reputable and recognized publisher in Communications or related field (20 points)
- Single-authored substantial consumer book in-press or published by a reputable and recognized publisher (15 points)
- Co-authored scholarly book in-press or published by a reputable and recognized publisher (10 points)
- Co-authored substantial consumer book in-press or published by a reputable and recognized publisher (7 points)
- Single-edited anthology in-press or published by a reputable and recognized publisher (12 points)
- Co-edited anthology in-press or published by a reputable and recognized publisher (6 points)
- Single-authored or first authored peer-reviewed in-press or published journal article (4 points)
- Co-authored (not first authored) in-press or published peer-reviewed journal article (1-3 points)*

Category B

- Single-authored book chapter in-press or published by a reputable and recognized publisher (3 points)
- Co-authored book chapter in-press or published by a reputable and recognized publisher (2 points)
- Holding elected office in a scholarly or professional society or organization (3 points)
- Organization of scholarly symposium or conference (3 points)
- Receiving an external or internal grant of over \$5,000 (3 points)
- Receiving an external or internal grant of less than \$5,000 (2 points)
- Presenting a scholarly paper at a peer-reviewed international, national, regional conference (3 points)

Category C (1 point each)

- Co-author (non-presenter) of a scholarly paper at a peer-reviewed international, national, regional conference
- Invited talk at a scholarly, professional or educational venue
- Panel discussion at a scholarly, professional or educational venue
- Poster presentation at a national, regional, or international conference
- Publication in major print or Internet media
- Submission of an internal or external grant proposal
- Book review for reputable publisher or scholarly journal
- Manuscript review for scholarly conference or journal
- Chairing a session at scholarly or professional conference

- Committee membership in a scholarly or professional society
- Receipt of a special award from a professional or scholarly organization
- Discipline related library collection development

*Note: in cases of co-authored works, the faculty member should explain his or her participation to the department so that the department can determine how much “credit” to give. Points indicate level of contribution.

Additional items may be included but they must have prior approval by the Communications RTP Committee.

CREATIVE ACTIVITY

Evidence of creative activity in the Media Studies option can be demonstrated by the pursuit and/or production of the following weighted activities when applying for reappointment, tenure and/or promotion:

Category A

- Single-authored optioned or produced feature-length screenplay (10 points)
- Co-authored optioned or produced feature-length screenplay (5 points)
- Executive producer or Co-producer credit on a feature-length film (10 points)
- Writer credit for produced one-hour television drama or half-hour comedy (5 points)
- Executive producer credit for network television series (20 points)
- Executive producer credit on a short film (5 points)
- Supervising producer, coordinating producer, segment producer or line producer credit on a feature-length film (5 points)
- Supervising producer, coordinating producer, segment producer or line producer credit on a television series (5 points)
- Creator or developed by credit for network television series (5 points)
- Season-length uncredited writing for network television series (10 points)
- Script editor credit for network television series (5 points)
- Single-authored optioned or produced screenplay film short (5 points)
- Writer or producer credit for web series or comparable digital work (5 points)

Category B

- Script consulting on produced or unproduced screenplays (2 points)
- Uncredited script rewriting for produced or optioned feature-length screenplay (2 points)
- Organizing or programming media screening or speaker series (3 points)
- Film festival acceptance and screening of produced feature-length screenplay (3 points)
- Winning and subsequent screening of produced feature-length screenplay at competition (3 points)
- Film festival acceptance and screening of produced short screenplay (2 points)
- Winning and subsequent screening of produced short screenplay at competition (2 points)
- Receipt of external or internal grant of over \$5,000 (3 points)
- Receipt of external or internal grant of under \$5,000 (2 points)
- Holding of an elected office in a professional or scholarly society or organization (3 points)

Category C (1 point each)

- Optioning of intellectual property
- Invited guest or panelist at professional, creative, or educational venue
- Service as judge for media festival or competition
- Single-authored screenplay treatment and step outline
- Pitch portfolio that details packaging, financing, budgeting, marketing and distribution of produced or unproduced project
- Receipt of award for creative activity from professional or scholarly organization.
- Committee membership in a scholarly or professional society.

SERVICE

The mission of the Communications Department encourages service in which the faculty member participates conscientiously, cooperatively, and productively in the collective efforts and functioning of the department, the college and the university as a whole.

Evidence of service includes membership on department, college and university-wide committees; chairing department, college and/or university-wide committees; organizing and engaging in significant activities that enhance the educational climate and/or student life (e.g., chairing campus panel discussions; planning and/or chairing colloquia and workshops; judging Student Research Day); participating in student activities as sponsor, mentor or advisor; taking part in campus outreach efforts and activities that cast favorable attention to the faculty member and to the university.

Evaluation of the quality of service includes review of documentation of service including letters, e-mails and other correspondence from committee chairs and/or members or participating faculty or staff.

STANDARDS FOR REAPPOINTMENT

INTRODUCTION

In order for the faculty member to be recommended for reappointment to the next academic year, he/she must meet the criteria for making satisfactory progress in the three areas below.

TEACHING

Tenure-track faculty will be evaluated on and required to have the following:

Perceived Teaching Effectiveness

- Faculty will be evaluated by review of the statistical summaries and written comments made by students on the Perceived Teaching Effectiveness (PTE) forms for those courses chosen by the faculty member for inclusion in the personnel action file. Satisfactory progress in this area includes consistently positive reviews from students (80%-100% agree or strongly agree in every category). The response rate will be noted by the department RTP committee.

Peer Review Classroom Observations

- Satisfactory peer evaluations from classroom observations. One per semester the first year and once every subsequent year. Satisfactory classroom observations measure teaching performance in terms of classroom management, pedagogy, demeanor, and student engagement.

Review of Teaching Materials

- Satisfactory record of effective course materials related to student outcomes. These include 1) course syllabi; 2) instructional materials such as demonstrations, class notes and other course materials; 3) given assignments; 4) graded assignments; 5) assessment methods; 6) evidence of student work; 7) unsolicited student letters, emails; and 7) unofficial evaluations in the form of indirect assessment including surveys, reflections and other solicited feedback. The department RTP Committee evaluates the quality of such materials based upon their teaching experience and expectations.

Assessment and evaluation of teaching in WPAF

The WPAF dossier should include the following materials for evaluation for reappointment and promotion:

- Syllabi for all courses.
- Assignment guidelines and rubrics, if applicable, for all courses.
- Samples of A-C graded student paper or essay exam from at least one course.
- Samples of feedback on student papers.
- Copies of in-class activities that demonstrate student-centered pedagogy.

SCHOLARSHIP & CREATIVE ACTIVITY

SCHOLARSHIP

Satisfactory progress toward achieving 20 cumulative points is required for reappointment. After the first two years, at least 5 points from the various areas are required. After four years, at least 10 points from the various areas is required. Evidence of scholarly activity from Category A or B is required every year. Evidence of scholarly activity from Category C is encouraged but not required.

Upon the submission of the 1st year WPAF evidence of work toward publication activity from Category A is required.

Upon the submission of the 4th year WPAF, at least one single-authored or first-authored in-press or published peer-reviewed journal article is required.

Upon the submission of the 6th year WPAF, at least three single-authored or first-authored in-press or published peer-reviewed journal articles is required, which amounts to one every other year while working toward tenure. Evidence of the accumulation of 20 points in Categories A, B and C is required.

CREATIVE ACTIVITY

Satisfactory progress toward achieving 20 cumulative points is required for reappointment. After the first two years, at least 5 points from the various areas are required. After four years, at least 10 points from the various areas is required.

Upon the submission of the 1st year WPAF, evidence of progress toward creative activity in Category A is expected.

Upon the submission of the 4th year WPAF, evidence of a minimum of one activity from Category A is required.

Upon the submission of the 6th year WPAF, evidence of the accumulation of 20 points in Categories A, B & C is required.

Assessment and evaluation of scholarship in WPAF

The WPAF dossier should include the following materials for evaluation for reappointment and promotion:

- Copies of manuscripts of articles, chapters or books in process, submitted, and accepted.
- Letter from co-authors specifying faculty member's contribution.
- Correspondence from editors confirming publication submission and/or review status.
- Documentation of editorial board service on peer reviewed journal.
- Conference proceedings or schedules.
- Copies of conference papers or abstracts.
- Grant proposal and confirmation of submission and, if applicable, award.
- Letters from professional organizations describing professional activities.
- Invitation to present an invited talk and a copy of the talk.
- Documentation of scholarly awards.
- Documentation of contributions to the field.

Assessment and evaluation of creative activity in WPAF

The WPAF dossier should include the following materials for evaluation for reappointment and promotion:

- Formative material that illuminates creative and innovative choices in produced or unproduced work, including step outlines and treatments of produced and unproduced screenplays; pitch portfolio development materials, including licenses for optioned intellectual property and plans for packaging, financing, budgeting, marketing and distribution of produced or unproduced projects.
- Description and evaluation of faculty member's input into the creation of the produced and unproduced work from collaborators.
- Information about festivals, contests, networks, theatrical and other dissemination opportunities including the reputation of the organization making the selection and/or dissemination; the criteria for selection; the number of entries in the event or contest (if known); the acceptance rates, if available; programs for festivals and competitions; and the number selected to receive recognition, prizes and/or dissemination.
- Conference, festival and competition programs or other documentation that provide acknowledgement of work as judge or panelist and/or receipt of scholarly or professional awards.
- Written evaluations of produced or unproduced creative work from entertainment industry executives, contest or festival judges.
- Reviews of produced work that subsequently appears in both scholarly and popular venues.
- Description and documentation of budget, grants, and equipment availability for the creative process.
- Description and evaluation of faculty member's service as elected officer and/or committee member in professional or scholarly organization.

SERVICE

Significant service on department, college, or university committees is required. It is expected that reappointed faculty serve on at least one departmental committee every year.

Department committees include:

- Curriculum committee
- Faculty search committee
- Advising a student group
- Option coordinator
- Academic senator

Additional service activity at the college or university level is required after the third year of appointment.

Assessment and evaluation of service in WPAF

The WPAF dossier should include the following materials for evaluation for reappointment and promotion:

- Evidence of service, including letters or emails from committee chairs and/or members, staff, or students documenting service, meeting agendas, e-mail correspondence and completed projects.

STANDARDS FOR TENURE AND PROMOTION TO ASSOCIATE PROFESSOR

INTRODUCTION

In order for the faculty member to be recommended for tenure and promotion to Associate Professor, he/she must acquire a consistent record of satisfactory progress in all three areas described below.

TEACHING

To receive tenure, the faculty member must demonstrate the following:

Perceived Teaching Effectiveness

- A record of positive teaching evaluations from students as evidenced from the statistical summaries and written comments made by students on the Perceived Teaching Effectiveness (PTE) forms for those courses chosen by the faculty member for inclusion in the personnel action file. Satisfactory progress in this area includes consistently positive reviews from students (80%-100% agree or strongly agree in every category).

Peer Review Observations

- A record of satisfactory peer evaluations from classroom observations. One per semester the first year and once every subsequent year. Satisfactory classroom observations measure teaching performance in terms of classroom management, pedagogy, demeanor, and student engagement.

Review of Teaching Materials

- A record of effective course materials related to student outcomes. These include 1) course

syllabi; 2) instructional materials such as demonstrations, class notes and other course materials; 3) given assignments; 4) graded assignments; 5) assessment methods; and 6) evidence of student work. The department RTP Committee evaluates the quality of such materials based upon their teaching experience and expectations.

SCHOLARSHIP & CREATIVE ACTIVITY

Twenty points from the various categories of scholarly activity must be acquired to earn tenure. At least 10 points must be from categories A and B. A minimum of three single-authored or first-authored peer-reviewed journal articles is required.

Twenty points from cumulative activities of creative activity in Categories A, B and C. At least 10 points must be from categories A and B for tenure.

STANDARDS FOR PROMOTION TO FULL PROFESSOR

INTRODUCTION

A minimum five years at the rank of Associate Professor is required before promotion to Full Professor to be granted. In order for the faculty member to be recommended for promotion to full professor, he/she must acquire a consistent record of satisfactory progress in all three areas described below.

TEACHING

For promotion to Full Professor, the faculty member must demonstrate the following:

Perceived Teaching Effectiveness

- A record of positive teaching evaluations from students as evidenced from the statistical summaries and written comments made by students on the Perceived Teaching Effectiveness (PTE) forms for those courses chosen by the faculty member for inclusion in the personnel action file. Satisfactory progress in this area includes consistently positive reviews from students (80%-100% agree or strongly agree in every category).

Peer Review Observation

- A satisfactory peer evaluation from one classroom observation the year before application to full professor is required. A satisfactory classroom observation measures teaching performance in terms of classroom management, pedagogy, demeanor, and student engagement.

Review of Teaching Materials

- A record of effective course materials related to student outcomes. These include: 1) course syllabi; 2) instructional materials such as demonstrations, class notes and other course materials; 3) given assignments; 4) graded assignments; 5) assessment methods; and 6) evidence of student work. The department RTP Committee evaluates the quality of such materials based upon their teaching experience and expectations.

SCHOLARSHIP & CREATIVE ACTIVITY

It is a normal expectation of faculty applying for promotion to Full Professor that they demonstrate a pattern of scholarship or creative activities over the course of their career that is ongoing, progressive, and likely to produce continued results.

For those possessing a Ph.D., 20 additional points of scholarly activities with at least 10 from Category A are required to earn promotion.

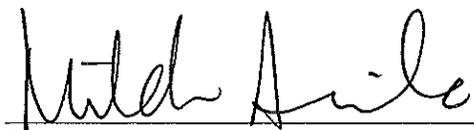
For those possessing an MFA, 20 additional points of creative activity with at least 10 points from Category A are required.

SERVICE

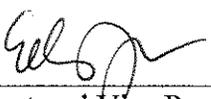
At least 10 additional documented service activities are required for promotion. Considerable department service is required. Department service includes serving on and chairing department committees. While it is not expected or required of associate professors, serving as department chair would also count as department service. Demonstrated leadership in service to the university, college or discipline by holding an elected office or chairing university, college, scholarly, or professional committees is recommended. Significant student mentorship is recommended. This may include supervising student groups or research labs, mentoring students for Student Research Day or other conferences, or student involvement in the faculty member's research, or other demonstrated service to students.


Department Chair

6/21/16
Date


Dean

6-22-16
Date


Provost and Vice President of Academic Affairs

6-23-16
Date